



**Fantasia's April contracted sales increased significantly by 120% year on year**

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**Number of daily orders for goods and services on Colour Life's "Cai Hui Rensheng" platform passed 10,000 milestone**

(4 May, 2018 – Hong Kong) **Fantasia Holdings Group Co., Limited** ("Fantasia" or the Company", which together with its subsidiaries, is referred to as the "Group", HKEx stock code: 1777) announces its sales performance for April 2018. Fantasia Property Group, a subsidiary of the Group, sold properties with an aggregate of 197,564 square metres (sq.m.) in gross floor area ("GFA") and recorded contracted sales of RMB1.798 billion, which represented a significant year on year growth of 120.51%. For the first four months of 2018, the Group sold properties with an aggregate of 664,506 sq.m. in GFA. The accumulated contracted sales during the period grew by 74.88% year on year to RMB6.343 billion, which means accomplishment of 21.14% of the full-year contracted sales target of RMB30 billion.

**Contracted sales in April doubled year on year while sales in Chengdu continued booming**

In April, China's property market developed steadily. Transactions in first-tier cities such as Beijing, Shanghai, and Guangzhou dropped by more than 10% month on month while transactions in second- and third-tier cities grew by over 20% month on month. In terms of land transactions, growth in land supply slowed down in first-tier cities. Both the number of transactions and average price increased. Meanwhile, in second tier-cities, land supply declined month on month, with a decrease in the number of transactions and an increase in average price month on month. On April 16th, Fantasia purchased another 100 mu of land by Jinyin Lake in Wuhan to further develop the city's property market.

Fantasia recorded contracted sales of RMB1.798 billion in April despite China's cooling property market and the government's more stringent market control policies, thus laying a solid foundation for the sales in the second quarter.

The outstanding sales performance of projects in Chengdu and its surrounding areas in April contributed more than 50% of the Group's total sales. Zhihui City, Xiangmendi and Family Isall, in particular, contributed sales of RMB510 million, RMB200 million and RMB180 million respectively. Sales value at Longnian International Center increased by nearly eight times month on month.

Through systematically reorganising the sales and marketing practices, including team training, the Group's repositioning on the market through the word of mouth of property owners, concentric expansion of geographical markets and the upgrading of exhibition services, etc., the sales at Cixi High-End Residential grew by ten times month on month in April.

Besides, Guilin Lakeside Eden, Nanjing Love Forever and Dongguan Xin Chengshi Huayuan recorded satisfying sales performance. The accumulated contracted sales at the above projects for January to April were RMB6.343 billion, which represented a year-on-year increase of 74.88%, thus continuing the trend of high growth since the beginning of 2018.

**"Cai Hui Rensheng" products become hit items, the number of daily orders passed 10,000 milestone**

In view of the rising cost of traditional property services, the static property management fees, the communities' diverse needs and their demand for convenient services, Colour Life has launched the community services platform, Cai Hui Rensheng to meet such needs. Cai Hui Rensheng has changed the relationship between the property and its owners. In the past, property companies provide services for the home owners and then collect property

management fees from them. Now, property companies provide services for the home owners and earn profits equivalent to the property fees through other means. This ultimately brings more services and more convenience to the communities.

Since it has been launched for a month, Cai Hui Rensheng has recruited over hundreds of business partners, and have introduced nearly hundreds of hit items. Yet, Cai Hui Rensheng is very clear about the positioning of its products and only launches 30 hit items every season. As of 26th April, less than a month after the products have been launched, the number of daily online orders of Cai Hui Rensheng has passed the 10,000 milestone. Cai Hui Rensheng has allowed over 10,000 families in over 20 cities such as Beijing, Shanghai, Guangzhou, Shenzhen, Shenyang and Tieling to redeem the points accumulated upon spending for property management fees.

### **Kaiyuan International was awarded the highest rating of three stars by Shenzhen Corporate Social Responsibility**

Recently, 2017 Shenzhen Corporate Social Responsibility Evaluation was successfully concluded. Kaiyuan International was awarded the highest rating of three stars for its outstanding performance in fulfilling corporate social responsibility.

Shenzhen Corporate Social Responsibility refers to the social responsibility of a company for contributing to society, fulfilling responsibilities towards stakeholders, including staff, customers, community, and protecting the environment while pursuing its own interests and fulfilling legal obligations towards both shareholders and investors. The relevant government departments in Shenzhen proposed a total of 11 targeted and favourable policies to encourage companies to actively fulfil their social responsibilities.

The recognition of Kaiyuan International demonstrated the standards and systems of evaluation of how well companies perform their social responsibility. The company enhanced its innovation ability and overall strength according to the concept of social responsibility and sustainable development. From the perspective of customers, Kaiyuan International focuses on customers' needs, bearing the social responsibility for "creating a better life for customers and imbuing the community with beauty and love" in order to reshape the modern neighbourhood and demonstrate a sense of mission and responsibility towards the industry and society.

### **Colour Life Property Management 2.0: Internet + Family & Intelligence + Community**

China Industrial Securities International Financial Group (CISI) is positive about the huge amount of user traffic and the "Internet Thinking" of Colour Life and assigned a target price of HK\$10.28 for 2018 with a recommendation of "buy". The profit margin of traditional property management is being squeezed by the continuous increase in labour cost and the limited increase in property management fee. Through the introduction of intelligent facilities which bring energy saving solutions to the communities in old towns as well as the introduction of new "Internet" service model, Colour Life began a new era of Property Management 2.0 by empowering the families and communities.

CISI indicated that Colour Life ranked first in property management industry in terms of the gross floor area of properties covered by its services. The company provides services for properties which have a total gross floor area of more than 900 million sq. m., which is 1.4 times the combined gross floor area covered by the second and third largest industry players combined. Through the development and empowering of its less advanced peers in projects in which it has minority equity stakes, Colour Life is expected to increase 250 million sq. m. in the gross floor area of the properties under management per year. The number of registered users on Caizhiyun APP increased to 10.34 million in 2017 from 3.2 million in 2016. The segment profit generated from the value-added services of "Internet + Intelligence" E series was over RMB200 million in 2017, or about 42% of Colour Life's total profits of all of its business segments. And the segment profit from the value-added services is expected to grow at a rate of 50% in 2018 and to contribute to 53% of total profits of all of its business segments.

Meanwhile, as a trading platform with 10 million stable household users on a daily basis, Caizhiyun is able to get more accurate profiles of the users, conduct sales and marketing at close range, and direct a significant amount of user traffic to outside APPs and community peripherals, in which it brings the value of advertising for such

businesses of clothing, food, accommodation, transport, shopping, entertainment and travel. Therefore, the operation gradually achieves economies of scale afforded by the internet with increasing marginal returns, whereas the "gold mine" in it is severely underestimated. The huge potential of this operation can be likened to an underestimated "gold mine" which will bring revenue of RMB200 million to 340 million in the next two years combined, and that is only a conservative estimate. It will also generate cash flow more quickly.

As one of the world's leading community-based integrated service operators, Fantasia has taken great efforts to understand the users' needs and wants and has dedicated itself to providing home owners with a wider choice of community-based services and products with a human touch. Pan Jun emphasized that Fantasia had to grow together with the community service industry and make every effort to create a "community +" ecosystem of businesses as an organic whole.

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### **About Fantasia Holdings Group Co., Limited**

Founded in 1998, Fantasia was successfully listed on the Main Board of The Stock Exchange of Hong Kong in November 2009 under the stock code 1777. Having completed its strategic plan for business development in the upcoming era of mobile internet and customer big data, Fantasia Group has evolved into a leading financial holding group in China, with a business model driven by financial operations, anchoring on services, and supported by property development. Fantasia conducts a full range of operations and community services, covering eight major areas of value-added services in 181 cities in mainland China, namely – financial services for communities, Colour Life Residence services for communities, property development, operation of commercial properties for international business and tourism, cultural tours of communities, commercial property management in communities, elderly care and education in communities. So far, the Group has three publicly-listed companies – Fantasia Holdings Group (01777.HK), Colour Life (01778.HK) and Home E&E (834669.CC). It has become the world's largest residential community service operation provider.

Currently, Fantasia is making good progress with its international business expansion plan and has established branches in Hong Kong, Taipei, Singapore and Tokyo. It has invested in property development projects in Singapore, the United States of America and Taiwan.

It is committed to providing a joyful, colourful and meaningful living space and experience as a leading industry participant and aims to deliver unique and inspiring living space and experience to value-oriented customers.

To learn more about the Company, please visit Fantasia's website at: [www.cnfantasia.com](http://www.cnfantasia.com)

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